OFFICIAL PROGRAM

CENTENARY vs ARIZONA

October 5, 1935

SEC. A

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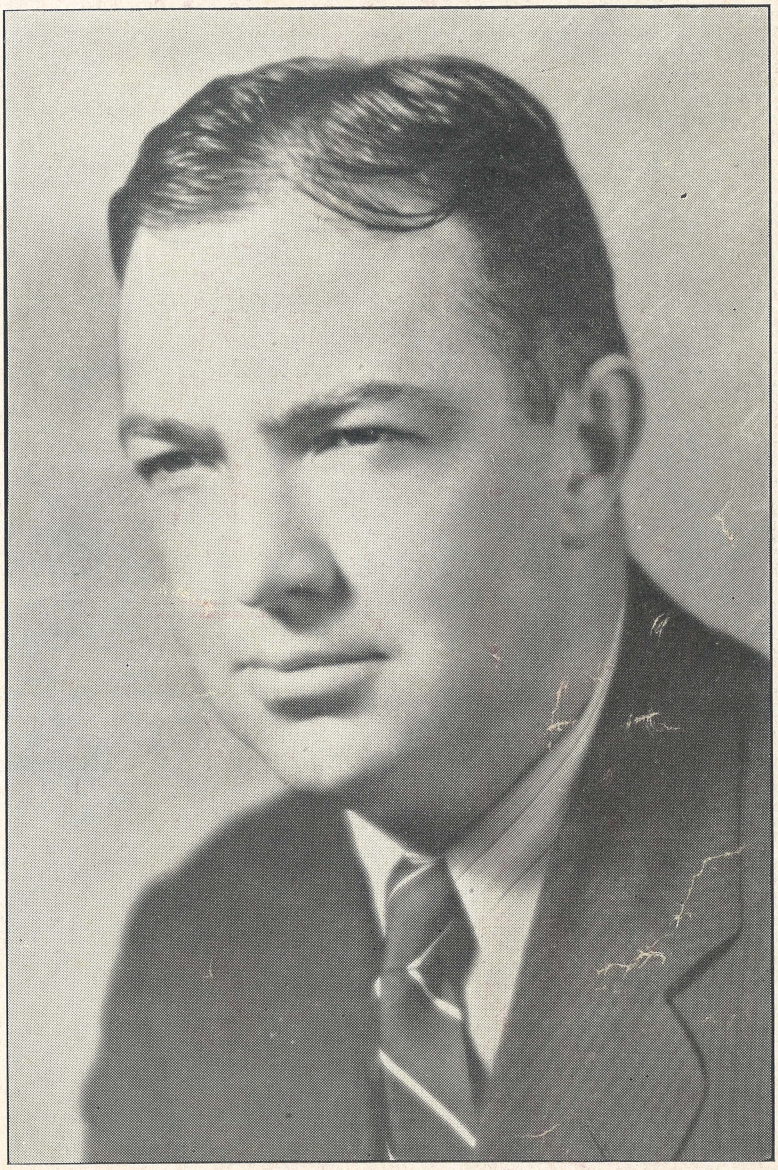
COACH CURTIS PARKER



On his own this season to a greater degree than ever before, Curtis Parker goes into the tenth year of his association with Centenary's athletic affairs with bright early prospects dimmed somewhat by the disqualification of his fastest back, Bill Burch, and the death of his assistant coach and friend, E. T. Renfro.

Nevertheless, he is confident that even such obstacles as these circumstances have posed will be overcome and that the Gentlemen will enjoy their customary measure of success.

In the sense that Centenary has supplied his only coaching connection, Parker has held only one job since he left the University of Arkansas, although it has been extended over a long period of years. Coming here originally as freshman coach, he functioned in that capacity for three seasons, served five years as assistant to Homer Norton, and was advanced to the head coachship when Norton transferred to Texas A. & M., and is now in his second season.

His first year was an eminently successful one, for Centenary faced a 12-game schedule, characteristically "suicidal" and won all but two games. In taking up where Norton left off, Parker continued Centenary on the same high plane reached in other years in spite of heavy losses of manpower and the severity of a schedule that included eight major assignments.

Football, basketball and track star at the University of Arkansas, Parker came to Centenary soon after he graduated from the school and after being installed as freshman coach, soon began to make his presence felt. Not only does he have an expert knowledge of football and basketball but possesses the power to teach them and to develop the raw material into stellar athletes.

Although football is his major activity, his coaching of basketball teams has been so expert that his teams have won two S. I. A. A. championships and in a third season he produced a quintet that did not suffer a loss in conference competition.

He faced a rocky road in following behind the successful Norton, but with characteristic vigor he tackled the task of reconstructing a team that lost 13 lettermen, including a trio of men of all-American rating, and came up with a counterpart of the successful Centenary teams of the past. Maroon and White victories last season included wins over Texas, Texas A. & M., Baylor, Ole Miss and T. C. U., and the only losses were to Oklahoma and Tulsa.

Parker is not only the coach of the athletic personnel of the school but their friend and advisor, the man to whom they come to discuss their problems, and is far closer to the boys than other coaches less gifted in extending a personal influence over affairs of the athletes that are foreign to their football and basketball tasks. He has their respect and admiration and is able therefore to create a cooperative unit that does not emphasize individual stardom.

Parker is not only the coach of football and basketball but athletic director as well and is in general charge of the entire athletic program at the school.

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ATTEND EVERY CENTENARY GAME

Schedules of Centenary's 1935 Opponents

Arizona

Sept. 28 Tempe State Teachers—Tuscon.
Oct. 5 Centenary—Shreveport.
Oct. 12 Whittier—Tuscon.
Oct. 19 Loyola (L. A.)—Los Angeles.
Oct. 26 New Mexico Aggies—Tuscon.
Nov. 2 Okla. City U.—Tuscon.
Nov. 11 Texas Tech—Lubbock.
Nov. 23 New Mexico—Albuquerque.
Nov. 28 Drake—Tuscon.

Baylor

Sept. 21 Southwest—Waco.
Sept. 28 Simmons—Waco.
Oct. 5 Texas A. & M.—Waco.
Oct. 12 Arkansas—Fayetteville.
Oct. 18 Okla. City—Oklahoma City.
Oct. 26 Texas A. & M.—College Station.
Nov. 2 Texas Christian—Waco.
Nov. 9 Texas—Waco.
Nov. 16 Centenary—Shreveport.
Nov. 23 So. Methodist—Dallas.
Nov. 30 Rice—Houston.

Texas A. & M.

Sept. 21 Austin Teachers—College Station.
Sept. 27 S. Houston—Huntsville.
Oct. 5 Temple—Tyler.
Oct. 12 Centenary—Shreveport.
Oct. 19 Texas Christian—Fort Worth.
Oct. 26 Baylor—College Station.
Nov. 2 Arkansas—Little Rock.
Nov. 16 Rice—Houston.
Nov. 28 Texas U.—College Station.
Dec. 7 So. Methodist—College Station.

Tulsa University

Sept. 27 Central—Tulsa.
Oct. 5 So. Methodist—Tulsa.
Oct. 12 Texas Christian—Tulsa.
Oct. 18 Washburn—Topeka.
Oct. 26 Okla. A. & M.—Tulsa.
Nov. 2 Kansas State—Tulsa.
Nov. 9 Centenary—Shreveport.
Nov. 16 George Washington—Washington, D. C.
Nov. 23 Drake—Tulsa.
Nov. 28 Arkansas—Tulsa.

Texas Christian

Sept. 21 Howard—Fort Worth.
Sept. 28 Denton—Fort Worth.
Oct. 5 Arkansas—Fayetteville.
Oct. 12 Tulsa—Tulsa.
Oct. 19 Texas A. & M.—Fort Worth.
Oct. 26 Centenary—Shreveport.
Nov. 2 Baylor—Waco.
Nov. 8 Loyola (N. O.)—New Orleans.
Nov. 16 Texas—Austin.
Nov. 23 Rice—Fort Worth.
Nov. 30 So. Methodist—Fort Worth.
Dec. 7 Santa Clara—San Francisco.

Texas University

Sept. 28 Texas A. & M.—Austin.
Oct. 5 L. S. U.—Baton Rouge.
Oct. 12 Okla. U.—Dallas.
Oct. 19 Centenary—Austin.
Oct. 26 Rice—Austin.
Nov. 2 S. M. U.—Dallas.
Nov. 9 Baylor—Waco.
Nov. 16 T. C. U.—Austin.
Nov. 22 Arkansas—Austin.
Nov. 28 Texas A. & M.—College Station.

Ole Miss

Sept. 20 Millsaps—Jackson.
Sept. 28 Memphis Teachers—Oxford.
Oct. 4 Southwestern—Oxford.
Oct. 12 Sewanee—Clarksdale.
Otc. 19 Florida—Oxford.
Oct. 26 Marquette—Milwaukee.
Nov. 1 St. Louis—St. Louis.
Nov. 9 Tennessee—Memphis.
Nov. 16 Centre—Danville.
Nov. 23 Centenary—Oxford.
Nov. 30 Miss. State—Oxford.

Louisiana Normal

Sept. 20 Southwestern—Hammond.
Sept. 28 Centenary—Shreveport.
Oct. 4 Lon Morris—Natchitoches.
Oct. 12 Louisiana College—Natchitoches.
Oct. 18 Miss. Teachers—Hattiesburg.
Oct. 26 La. Tech—Ruston.
Nov. 1 East Texas Teachers—Commerce.
Nov. 8 Austin Teachers—Natchitoches.
Nov. 16 La. College—Pineville.
Nov. 23 Tulane—New Orleans.
Nov. 28 Southwestern L. I.—Natchitoches.

Loyola

Sept. 27 Spring Hill.
Oct. 4 Birmingham Southern
Oct. 11 Howard.
Oct. 18 Miss. State.
Oct. 25 Louisiana College, Pineville.
Nov. 1 Centenary.
Nov. 8 T. C. U.
Nov. 15 Miss. College.
Nov. 28 West Virginia.

Louisiana College

Sept. 19 Centenary—Pineville.
Sept. 28 Miss. College—Clinton.
Oct. 5 Miss. Teachers—Hattiesburg.
Oct. 12 Louisiana Normal—Natchitoches.
Oct. 19 Austin Teachers—Pineville.
Oct. 25 Loyola—Pineville.
Nov. 1 S. L. I.—Lafayette.
Nov. 9 Old Mexico—Mexico City.
Nov. 16 Louisiana Normal—Pineville.
Nov. 23 Louisiana Tech—Pineville.

Xavier

Sept. 20 Georgetown—Cincinnati.
Sept. 27 University of Kentucky—Cincinnati.
Oct. 4 West Virginia Wesleyan—Cincinnati.
Oct. 11 Transylvania—Cincinnati.
Oct. 18 Haskell—Cincinnati.
Oct. 26 Mississippi State—Cincinnati.
Nov. 2 Permanently open.
Nov. 9 Centre—Cincinnati.
Nov. 15 St. Louis University—St. Louis.
Nov. 28 Centenary—Cincinnati.

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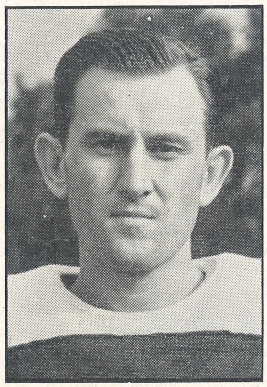
We have on hand and in The Federal Reserve Bank much idle money that we would like to put to work, on our usual terms



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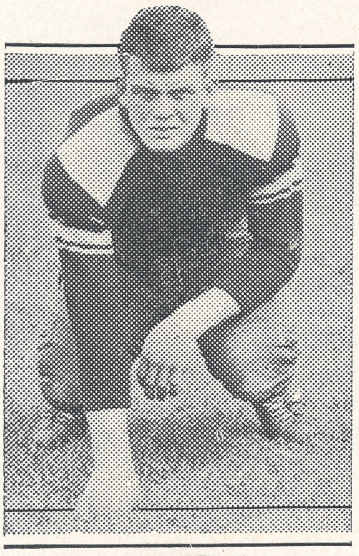

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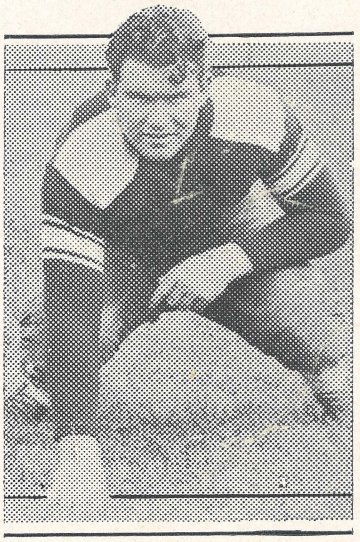

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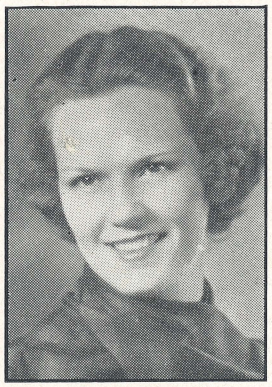

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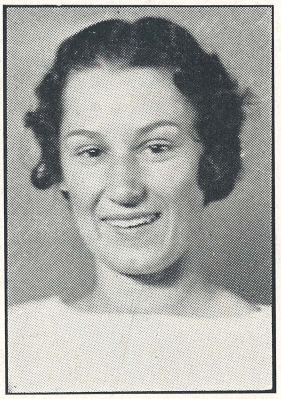

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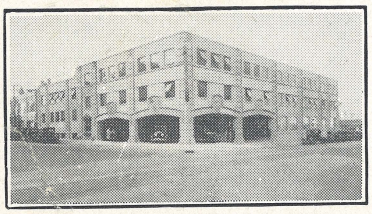
SHREVEPORT



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COACH E. T. RENFRO--AN APPRECIATION

A friend to everyone of his acquaintance, confidante and advisor of Centenary athletes to whom he had endeared himself during his brief association with the school, a profound student of the game, a great coach, and a scout of football teams whose talents were recognized by leading authorities, Coach E. T. Renfro has been called to his last reward.

The gap that was thus created in the Centenary coaching staff, with the season hardly begun, will be difficult to close.

COACH E.T. RENFRO

Quiet, unassuming in his manner, a man interested in his work and an indefatigable worker, Renfro put duty ahead of all other considerations, and it was while has was on a scouting expedition for Centenary that the illness that cost his life in a Jackson, Miss., hospital developed. His tasks were many, and he performed them well, and in the quietly efficient manner that was characteristic of the individual. Hours and conditions of labor, distances to be traveled, and other circumstances that had to do with his multiple duties mattered not; faithful performance of his tasks was foremost in his thoughts and actions.

His activities in behalf of the Centenary athletic program embraced a far greater scope than was encompassed by the duties specifically assigned to him, and he was so intimately associated with football affairs at the college that the result was a coaching system that functioned with far greater efficiency, with greater smoothness, and one entirely free of friction, than others double the numerical strength of Centenary's two-man staff. He was not only a coaching associate of Head Coach Curtis Parker, but a friend, a school chum in the years they played football and basketball together at the University of Arkansas, and a man of whom Parker said:

"My mind had long since been made up that if I ever became a head coach, 'Ren' would be my choice for an assistant."

Soon after Parker was elevated to head coach as the successor of Homer H. Norton, who transferred to Texas A. & M., Parker was confronted with the necessity of making the choice of an assistant. Renfro was available and he came to Shreveport to begin an association with Centenary that continued through one season and part of another. Parker recalled the brilliant figure Renfro had been in Arkansas athletics; that he had been the first athlete in the history of the school to win three letters in a single season, and at the suggestion of Francis Schmidt, under whom both had played football at Arkansas, he induced Renfro to cast his lot with Centenary, and the results were so uniformly successful that the two-man staff, faced with the task of developing teams successful enough to cope with characteristically "suicidal" schedules Centenary plays, performed the work usually delegated to upward of half a dozen men.

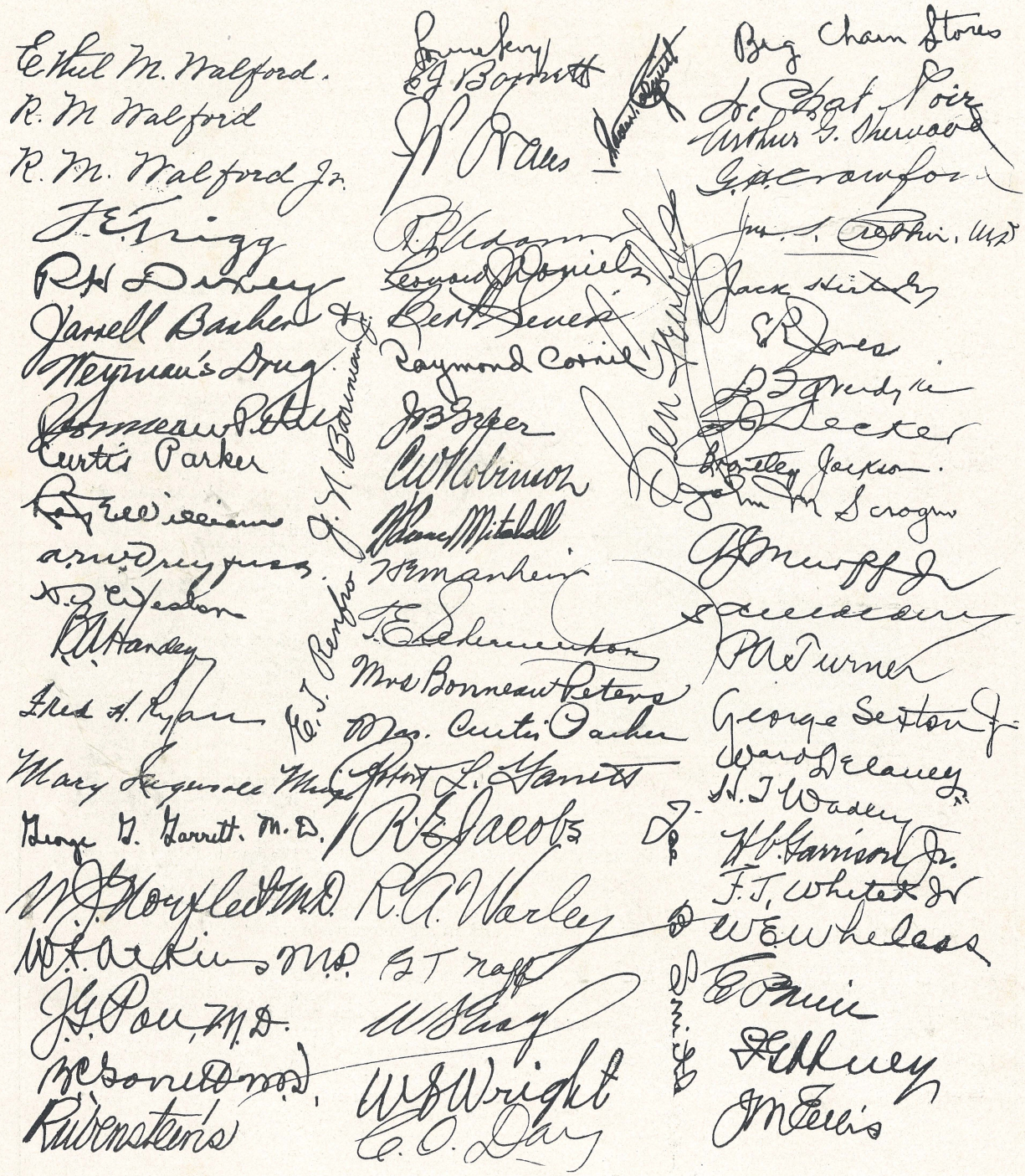
Renfro was a vital part of the football program; so vital, indeed, that his scouting, that Parker regards as 25 per cent of the game, was credited with having seen the Gentlemen safely through many trying situations. He was accurate to the last detail and had the happy faculty of being able to impart the information he obtained to others with great clarity. As coach of the backfield and of the punters, this element of a team's development was in such capable hands that Parker's part in the progress of this training detail was purely supervisory.

In the brief time he was in Shreveport Renfro formed hundreds of lasting friendships, not only among the football personnel of Centenary, but with others with whom he came in contact, and his passing is mourned with genuine sorrow.

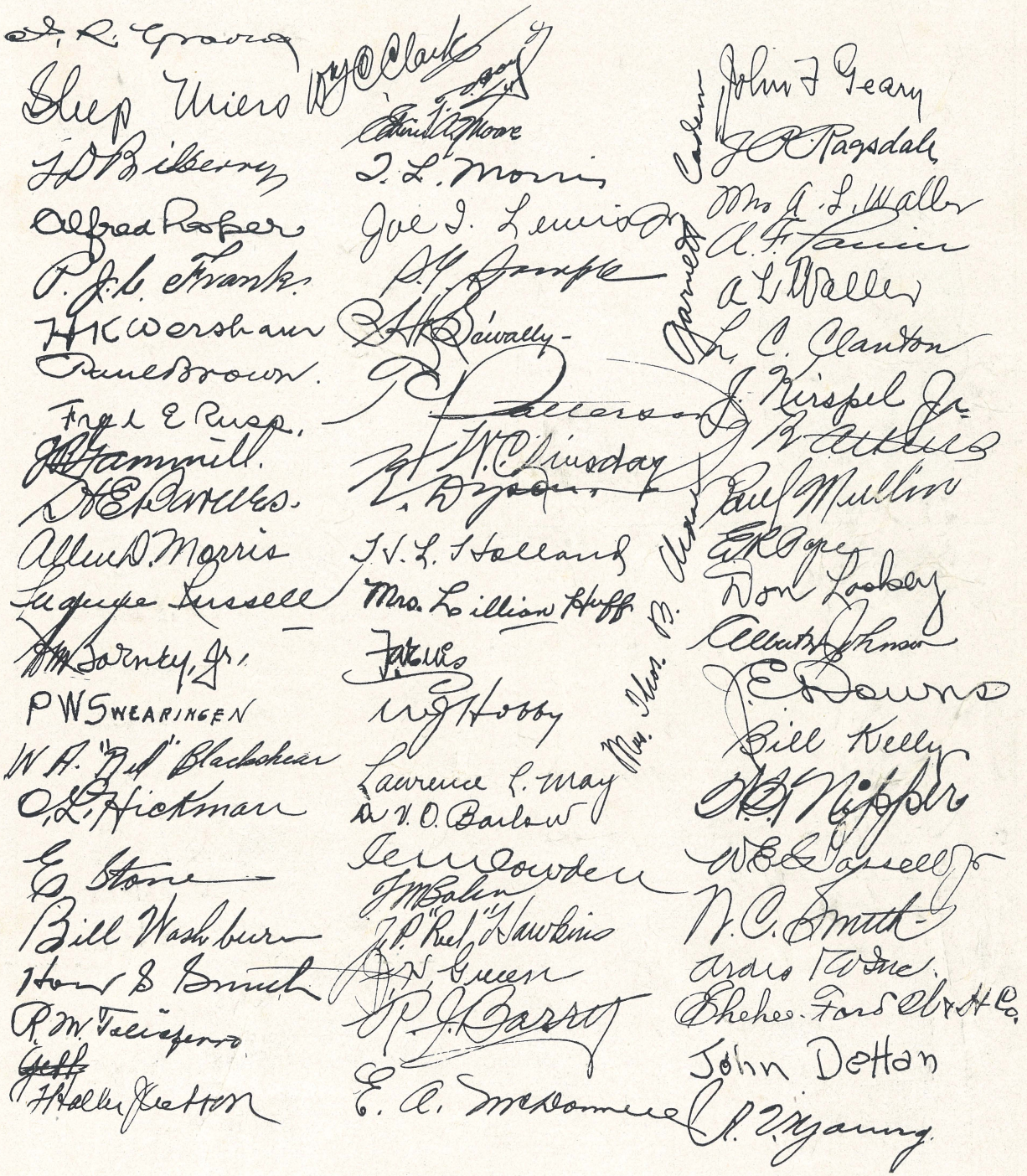
Although reserved, he was a man of a cheery disposition, and had a smile and a good word for everyone.

He was a distinct asset to the school and to its athletic program.

Boosters of Shreveport and the Gents



Boosters of Shreveport and the Gents



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No.	Name	Pos.	Wt.	Exp.
11.	Campbell	H	154	V
12.	Arico	Q	158	F
13.	Fowler	Q	141	2
14.	Woods	Q	155	F
15.	Bland	Q	146	2
16.	Turner	Q	145	F
17.	Barringer	E	177	0
18.	Aguirre	Q	158	F
19.	Eckenroth	Q	160	0
20.	Marcia	H	158	F
21.	Duke	E	176	1
22.	Jackson	H	157	F
23.	Barry	H	165	1
24.	Clelland	H	148	0
25.	Knox	H	181	1
26.	Gray	G	161	F
27.	Smith, W.	F	170	1
28.	Maguire	H	151	1
29.	Parker	E	174	F
30.	Vickers	E	166	1
31.	Preininger	F	160	0
32.	Bergman	T	180	1
33.	Wayne	F	168	1
34.	Botke	T	171	0
35.	Redd	C	163	0
36.	Bates	C	188	0
37.	Wallace	E	162	2
38.	Codd	G	176	0
39.	Covington	G	180	0
40.	Tucker	G	158	0
41.	Sachen	T	184	1
42.	Cobbe	C	182	1
43.	Simondi	G	171	2
44.	Warford	E	166	1
45.	Rogers	T	178	F
46.	Carlyle	E	177	2
47.	Griffen	T	179	0
48.	Bell	E	172	0
49.	Zwolsman	E	163	0
50.	Cochran	C	194	2
51.	Clayton	T	197	1
52.	Mullen	G	193	1
53.	Huntington	E	144	0
54.	Gartin	C	179	F
55.	Henderson	H	182	2
56.	Law	G	183	0
57.	Colletti	H	167	F
58.	Dow	F	168	0
60.	Smith, S.	F	185	F

Legend: F—Freshman Exp.; V—Varsity Exp.; 1, 2, 3,—Letterman

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in work and in sports

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1935 CENTENARY FOOTBALL SQUAD

No.	Name	Position	Wt.
20	Beasley	Halfback	149
21	Crowther	Quarterback	150
22	Stone	Halfback	165
23	Cohan	Fullback	165
25	Thomas	Fullback	165
26	Robinson	Guard	177
27	Huddleston	Halfback	150
28	Millard	Fullback	173
29	Stacks	End	173
30	Baker	Tackle	225
31	Ellis	Halfback	174
32	Waller	Tackle	204
33	Stokes	Center	203
34	Weidman	Halfback	184
35	Schwing	End	157
36	Hooper	End	175
39	McDonald	Guard	158
40	Beard	Guard	173
41	Serra	End	185
43	Webb	Halfback	181
44	Harris	Quarterback	165
45	Mozoch	Halfback	150
46	Horak	End	176
47	Haygood	Guard	199
52	Hohman	Guard	186
54	Binion	Tackle	195
55	Rawlinson	Center	170
56	Frizzell	Center	174
58	Burgess	Center	215
59	Thompson	Tackle	190
60	Decker	Tackle	197
61	Parker	End	180

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Food Department Stores

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Football fans from everywhere meet at the Bienville. If you come once, you'll come again and again to this well-appointed hotel located on fashionable St. Charles Avenue overlooking Lee Circle.

When you enter The Bienville, the home-like atmosphere bids you welcome. You'll like its handsome suites and the cheerful service that only a well-trained staff can give. Even the most modest budget can afford The Bienville.

The Bienville

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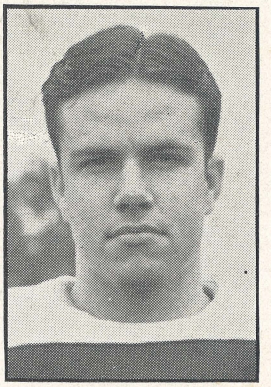
Centenary Veteran Linemen

1—Jack Frizell; 2—Herman Stacks; 3—Jimmie Serra;
4—Lee Stokes; 5—Adolph Horak; 6—Billy Robinson.

WEIDMAN

C. PARKER



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Hit the line hard
and hit it square

Play the game
and play it fair

Crash right through—
do or die

You've got to be good
to SATISFY.

UNIVERSITY OF ARIZONA
Probable Line-up

Name—	Position—	No.
Carlyle	Right End	46
Sachen	Right Tackle	41
Mullen	Right Guard	52
Cochran	Center	50
Simondi	Left Guard	43
Piper	Left Tackle	59
Warford	Left End	44
Bland	Quarterback	15
Jackson	Halfback	22
Knox	Halfback	25
Smith, W.	Fullback	27

OFFICIALS

Viner (Missouri)	Referee
Burghard (Mississippi College)	Umpire
Minton (Indiana)	Head Linesman
Huff (S. M. U.)	Field Judge

They Satis

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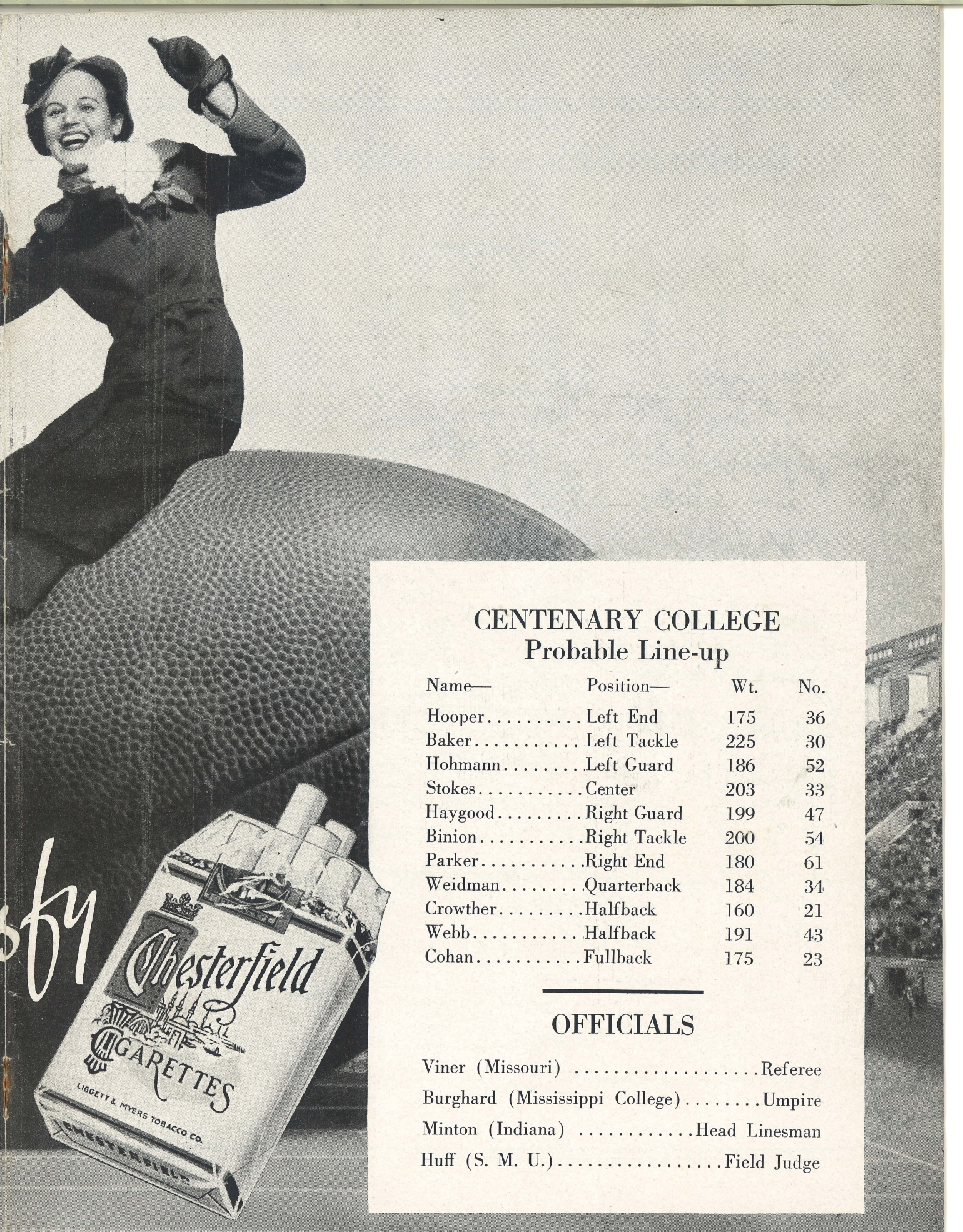

CENTENARY COLLEGE
Probable Line-up

Name—	Position—	Wt.	No.
Hooper	Left End	175	36
Baker	Left Tackle	225	30
Hohmann	Left Guard	186	52
Stokes	Center	203	33
Haygood	Right Guard	199	47
Binion	Right Tackle	200	54
Parker	Right End	180	61
Weidman	Quarterback	184	34
Crowther	Halfback	160	21
Webb	Halfback	191	43
Cohan	Fullback	175	23

OFFICIALS

Viner (Missouri) ..... Referee

Burghard (Mississippi College) ..... Umpire

Minton (Indiana) ..... Head Linesman

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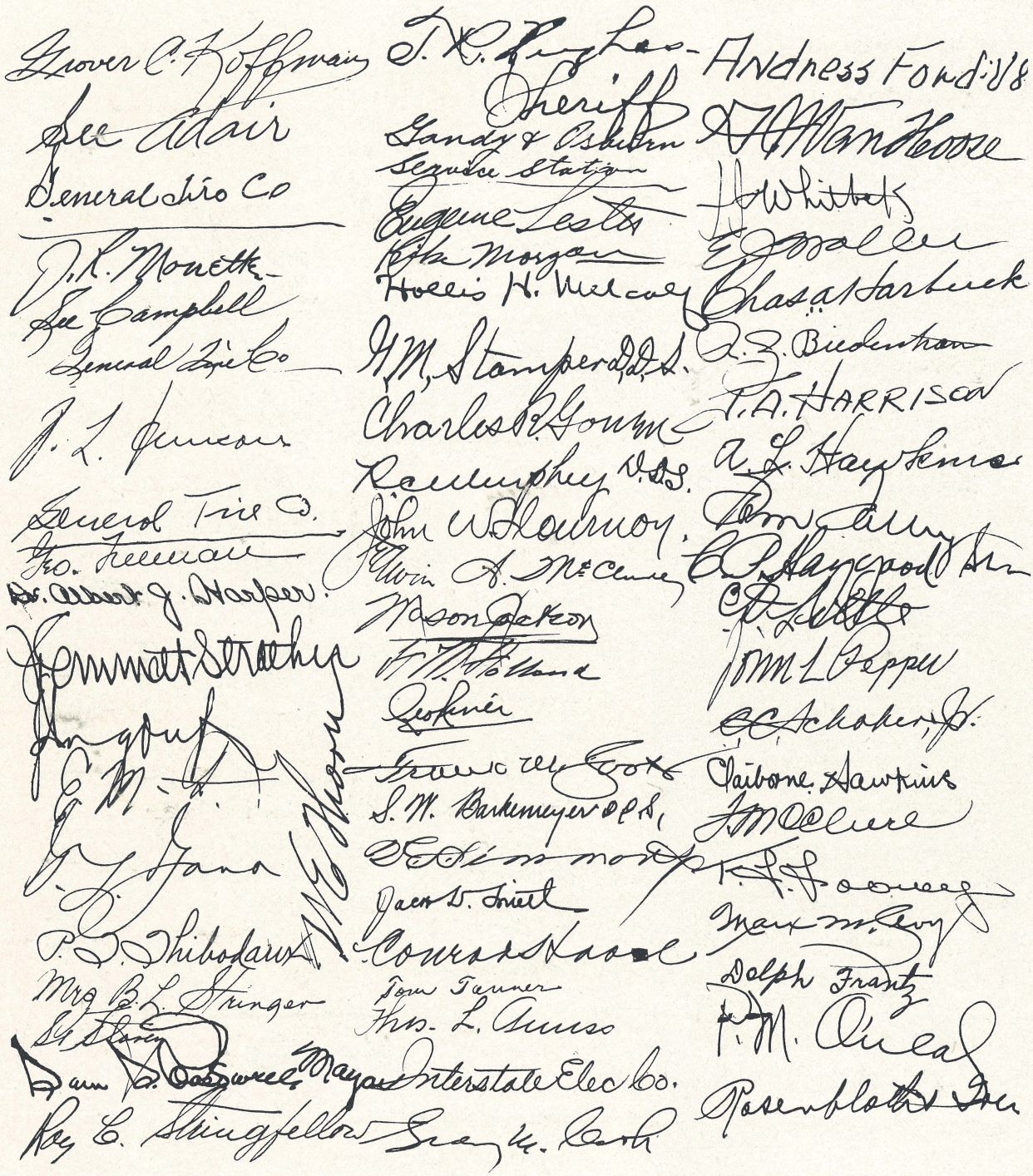
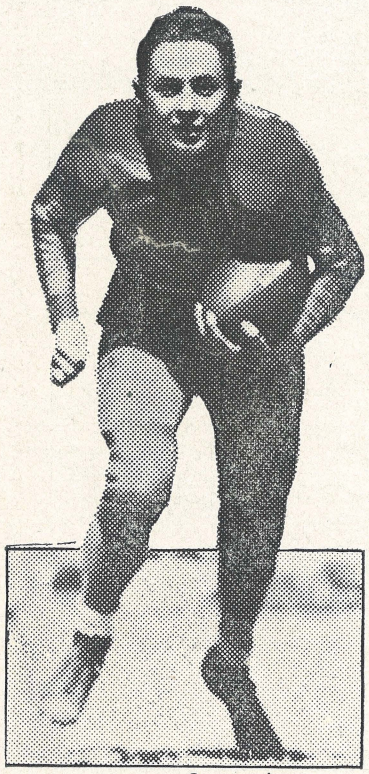
Boosters of Shreveport and the Gents

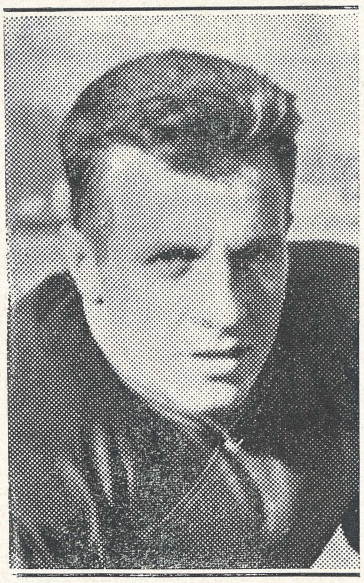


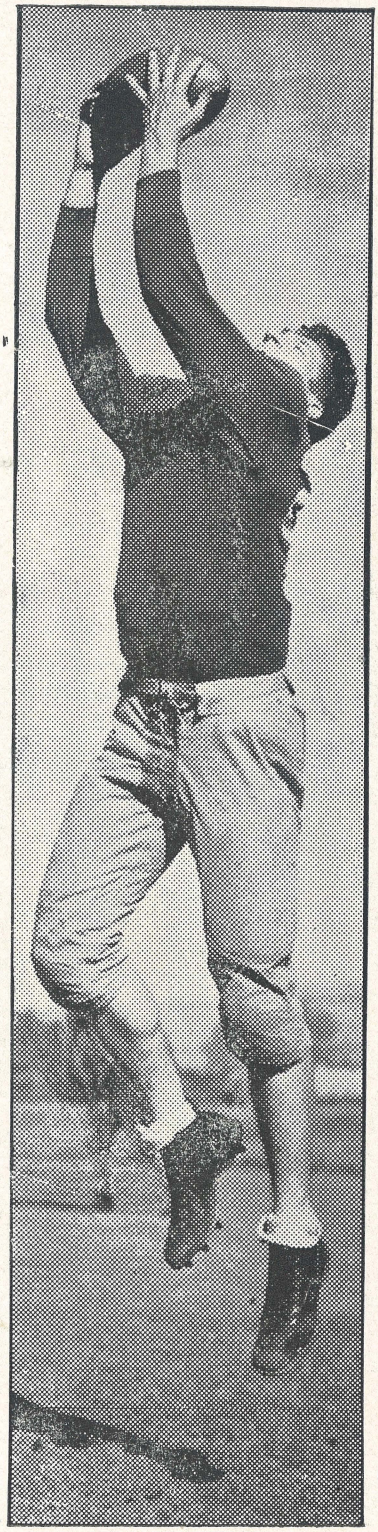
Boosters of Shreveport and the Gents

ARIZONA FLASHES



WALLY. SMITH





VICKERS

Best Wishes
Coach Parker
and
Centenary Football Squad
T. R. HUGHES, Sheriff
A. G. HAMMETT, Assessor
V. G. SIMMONS, Clerk
Caddo Parish

The Store for College Men

NATHAN'S
401 Texas Street

Nationally Advertised Merchandise—
In Smart Styles—at the Right Prices

Compliments of

Schuster's Wholesale
Produce Co., Inc.

500-512 Commerce Street
Shreveport, Louisiana

Superior Iron Works, Inc.

Manufacturers, Dealers, Repairers
OIL AND GAS WELL SUPPLIES

Shreveport, La.

We Are Pulling
for You,
GENTS

HEMENWAY INC

Compliments

Frick-Reid Supply
Corporation

For good football—see the "Gent's"
For good printing—see the

Carney-Morris Printing
Co., Inc.

216 Milam Street
Phone 7613

Sam Sklar Simon Goldman
Phone 2-6385, L. D. No. 1

Louisiana Iron & Supply
Company

Wholesale and Retail Dealers in
Pipe and Machinery, Etc.
Shreveport, Louisiana

Branches: Greggton, Texas.....Phone 21
El Dorado, Ark. .....Phone 807
Zwolle, La. .....Phone 2

Office and Yard: 2925 Mansfield Road
R. R. Yards: I. C.

TEAM WORK

and careful training — two qualities that win ball games—succeed in bringing you good gas service. Skilled men with a will to serve combine their efforts to keep your fuel bin supplied with never varying Natural Gas—the ideal fuel.

ARKANSAS LOUISIANA GAS CO.

GENTLEMEN

"Ask Anyone They Play"

Our idea in building our Personnel to serve our varied Clientele of Customers is to have Gentlemen (Ask Anyone We Serve) to give the service and quality that you are entitled to—Yes—the same service as our Centenary Gentlemen (Ask Anyone They Play) give us on the gridiron.

OUR GENTLEMEN (Ask Anyone We Serve) have been the leaders in supplying Office Furniture, Stationery, Printing, Rubber Stamps, Embossing, Lithographing, since the early Nineteen Hundreds for this entire ARK-LA-TEX AREA. A phone call and one of our Gentlemen will be glad to call on you—or maybe you would like to visit our store and let one of our Gentlemen wait on you.

GENTLEMEN

"Ask Anyone We Serve"

M. L. BATH COMPANY

Shreveport
Phone 7141

Longview
Phone 898

Byrd High Schedule

Sept. 21	Port Arthur	Shreveport
Sept. 27	Texarkana	Texarkana
Oct. 4	Little Rock	Little Rock
Oct. 11	Ouachita Par.	Shreveport
Oct. 19	Minden	Shreveport
Oct. 25	Homer	Shreveport
Nov. 2	Alexandria	Shreveport
Nov. 9	(Pending)	Shreveport
Nov. 15	Haynesville	Haynesville
Nov. 28	Fair Park	Shreveport

Centenary Gentlemen,
We Are With You 100%

●

Excelsior Steam Laundry
"Where Quality Counts"
Launderers, Cleaners, Dyers and Hatters

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Phone 6238 E. A. Chapman, Manager

GENTS

We Are With You Always

Home of Genuine Parts

Everything Electrical for the Car

CHAIN BATTERY
& Automotive Supply Co.

Marshall at Cotton Streets
Phone 6281

●
● ●

BARGAIN FARES
Everywhere Every Day
via

UNION BUS DEPOT
Marshall at Fannin

● ●
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In football as in tires, the best win.
That's why more people ride on

GOOD YEAR TIRES
than on any other kind

Crockett at Common

Phone 4101

TIRES, BATTERIES, SERVICE

Summary of Penalties

LOSS OF A DOWN

Forward pass less than five yards back or second forward pass during same play.
Incomplete forward pass.
Intentionally grounding pass (also 15 yards).
Interference by passing team with player eligible for catch.

LOSS OF FIVE YARDS

Request for time out more than three times during a half.
Illegal delay of game by either team.
Failure of substitute to report.
Violation of kick-off formation.
Position of players in a scrimmage.
Encroachment on neutral zone.
Center, guard or tackle may not drop back.
Player in motion less than five yards back.
Player out of bounds when scrimmage begins.
Ball not put in play by scrimmage when so specified.
Illegal attempt by snapper-back to put ball in play.
Attempts to draw opponents off-side.
Interference with opponents before ball is put in play.
Lineman running with passing or kicking ball.
Player taking more than two steps after fair catch.
Player of kicking team ahead of restraining line.
Player of receiving team ahead of restraining line.
Illegal use of hands and arms by players of defensive team.
Using flying block or flying tackle.
Running into the kicker.
Crawling by the runner.
Unfair play not provided for in the rules.

LOSS OF FIFTEEN YARDS

Violation of rules during intermission.
Substitute communicating before ball is put in play.
Failure to come to stop in shift play.
Forward pass by player of defensive team.
Intentionally grounding pass to save loss of yardage.
Interference by passing team with player eligible for catch.
Interference with opportunity to make fair catch.
Throwing to ground the player who has made fair catch.
Helping the runner or interlocked interference.
Illegal use of hands and arms by players of offensive team.
Defensive players striking opponents above shoulders with palms of hands.
Roughing the kicker.
Flagrant roughing of kicker (also disqualification).
Piling up—Hurdling—Clipping—Side line coaching—Persons allowed on field of play—No walking on side lines (15 yards for each).
Tripping, tackling runner out of bounds, etc.
Running or diving into player obviously out of the play.
Unsportsmanlike conduct by players. Flagrant unsportsmanlike conduct (also disqualification).
Unsportsmanlike conduct by coaches, trainers, etc.

LOSS OF TWENTY-FIVE YARDS

Team not ready to play at scheduled time.
Illegal return to game (also suspension).

LOSS OF HALF DISTANCE TO GOAL LINE

Striking, kneeing, kicking, etc. (also disqualification).
Foul with 1-yard line.
Foul by defensive team behind its goal line.

SUSPENSION

Illegal return to game (also 25 yards).
Illegal equipment.

DISQUALIFICATION

Striking, kneeing, kicking, etc.
Flagrant roughing of kicker.
Flagrant unsportsmanlike conduct.

LOSS OF BALL

Second kick out of bounds at kick-off. Failure to advance ball 10 yards. No player of kicker's team who has gone out of bounds at kick-off may attempt to recover ball until. Kicking team illegally touching ball. Forward pass touched by ineligible player. Free ball kicked or kicked at. Interference by team which did not make pass. Illegal use of hands and arms when ball is free. No player of kicker's team who has gone out of bounds during a free kick may attempt to recover ball until. Batting ball towards opponents' end line or batting free ball in end zone.

FORFEITURE OF GAME

Refusal of either team to play when ordered—fouls to delay game.

Compliments of

P and B DRUG COMPANY, Inc.

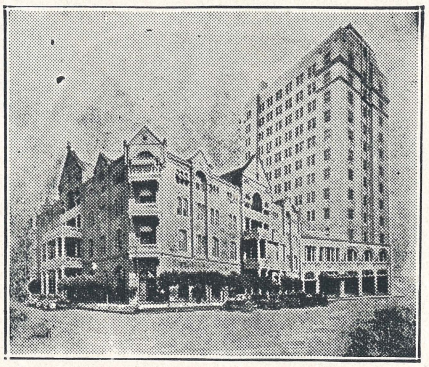
Centenary Blvd. at Wilkinson

J. L. Pepper J. M. Pepper

GENTS
1935 FOOTBALL SCHEDULE

Sept. 19	Louisiana College	Pineville
Sept. 28	Louisiana Normal	Shreveport
Oct. 5	Arizona	Shreveport
Oct. 12	Texas A. & M.	Shreveport
Oct. 19	Texas University	Austin
Oct. 26	T. C. U.	Shreveport
Nov. 1	Loyola	New Orleans
Nov. 9	Tulsa University	Shreveport
Nov. 16	Baylor	Shreveport
Nov. 23	Ole Miss	Jackson
Nov. 29	Xavier University	Cincinnati

A GREAT HOME SCHEDULE



DRISKILL HOTEL

300 Rooms of Solid Comfort

CAFE—COFFEE SHOP

Radios, No Charge

W. L. STACK

Headquarters, Centenary

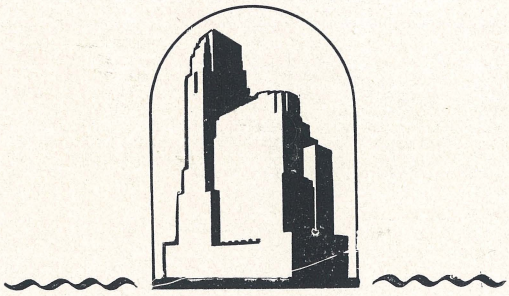
ROBERT E. LEE HOTEL

Jackson, Mississippi

Cordially invites all of Shreveport fans and their friends to stop with us.

Headquarters—Centenary

Stewart Gammill, Manager



Line Up With the Team

when you come to Cincinnati

Headquarters for the Maroon and White in Cincinnati—the Netherland Plaza, Cincinnati's most luxurious hotel. 800 roomy, outside rooms. With shower. Tub. Radio. Circulating ice water. Smartest night club this side of New York. Cocktail Terrace. Marvelous food in three restaurants—and the check won't knock your hat off. Rooms from $3.00.

NETHERLAND PLAZA

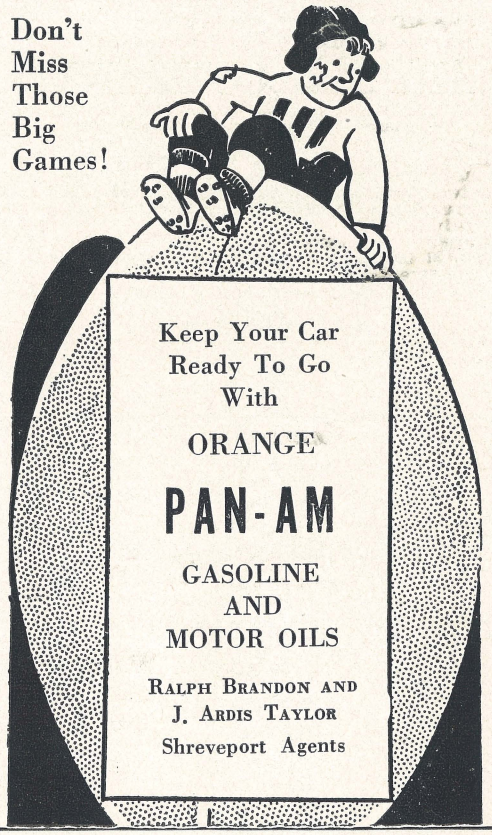
CINCINNATI'S MOST LUXURIOUS HOTEL

W. O. Seelbach, Manager

Directeed by National Hotel Management Company, Inc.

Ralph Hitz, President

Don't Miss Those Big Games!



Keep Your Car Ready To Go With

ORANGE

PAN-AM

GASOLINE AND MOTOR OILS

RALPH BRANDON AND J. ARDIS TAYLOR

Shreveport Agents

Compliments

Sinclair Refining Co.

R. R. Adams, Agent

Shreveport, Louisiana

GENTS—

We Have a Good Line Too

Williamsport Wire Rope Co.

After the Game Meet Me at

JAY HAWK

Cold Drinks

Day and Night

BAR-BE-CUE SANDWICHES

HAMBURGERS 5c

Paul (Butter Fat) Mullin

1315 Louisiana Avenue

Compliments

Mid-Continent Supply Company

ARDIS & COMPANY, INC.

Wholesale Grocers

Extend all good wishes to the Gentlemen for a most successful season.

Fair Park Schedule

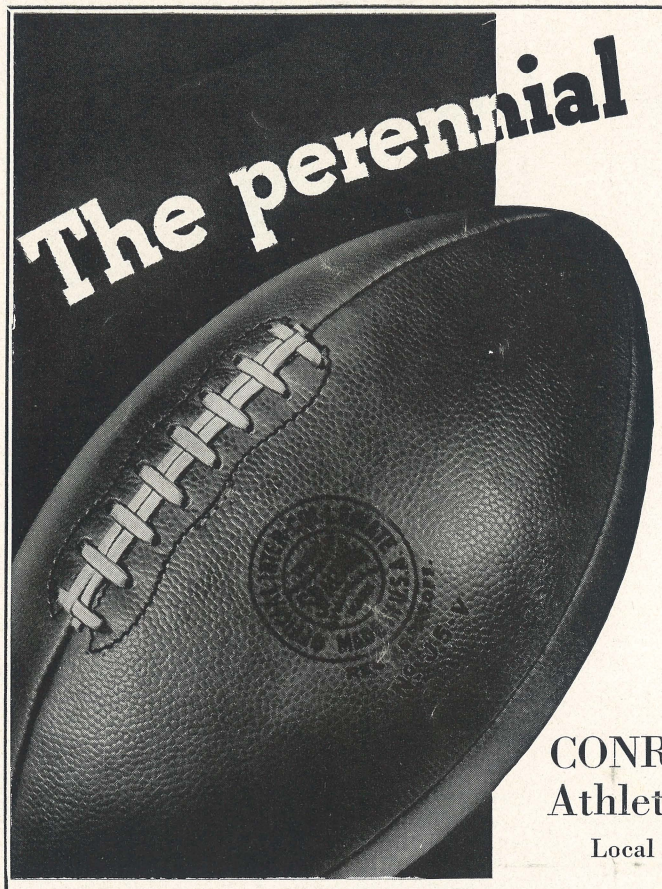
Atlanta, Texas	Here	Sept. 20
Ringgold, La.	Here	Sept. 27
Marshall, Texas	There	Oct. 4
Beaumont, Texas	There	Oct. 12
Haynesville, La.	Here	Oct. 18
Mansfield, La.	Here	Oct. 25
Homer, La.	There	Nov. 1
Natchitoches, La.	There	Nov. 9
Minden, La.	Here	Nov. 15
Byrd H. S.	Thanksgiving Day	

Compliments from

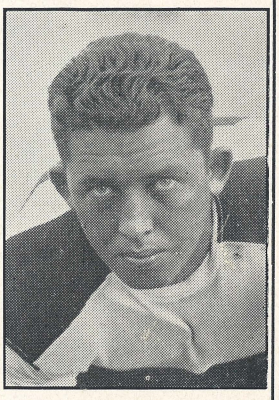
LEON JOHNSON

Your Neighbor

The perennial grid ace!



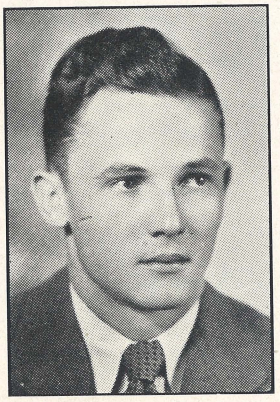
The Spalding J5V Football is the consistent first choice for headline engagements.
Spalding manufactured the first football made in America. And every kicking and passing record has been made with the Spalding ball.
An impressive testimonial to the reliability of the football—and of football equipment made by Spalding.



WOMACK

CONRAD HAASE
Athletic Goods Co.
Local Spalding Dealer

WE'RE FOR YOU, GENTS!



ADOLPH HORAK

We Want a Touchdown!

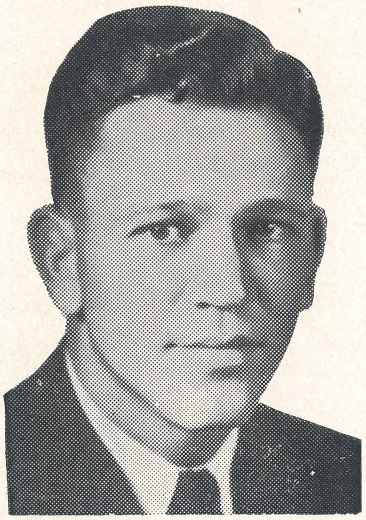
We want to have the greatest year in our history! That's why the most complete stock of collegiate-inspired apparel in the city is in our store at new low prices.

SHOP AND COMPARE!

J.C. PENNEY CO. INC.
Value Headquarters

DRINK
Coca-Cola
IN

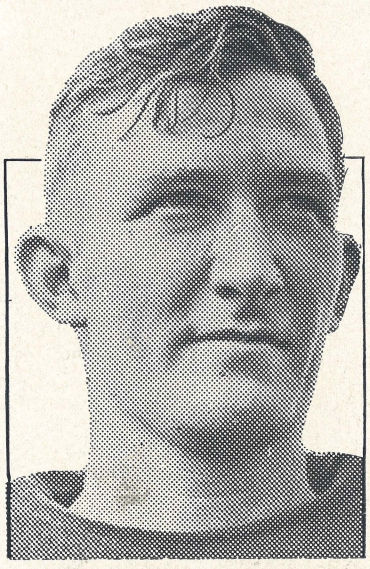
Freshmen Mentors



MAURICE (KIKE) MORGAN

FRESHMAN COACH

Promoted from assistant to the head man, Maurice (Kike) Morgan is in his first season as head varsity coach and is already away to a flying start. As one of the best blocking ends the team ever had, Morgan was a contemporary of Paul Geisler as a Centenary wingman, and lettered in 1931, 1932 and 1933. Morgan was line coach of the freshmen last season as assistant to Ralph Murff, and this year's sophomore linemen have shown the results of his good coaching. On road trips, Morgan has been a valuable man in handling some of the details to supply a great measure of relief for the coaches.



FRED WILLIAMS

ASSISTANT FRESHMAN COACH

After three years service as one of the best centers Centenary has ever had, Fred Williams has been added to the Centenary coaching staff as assistant freshman coach. They told him he was too little to play football when he tried to break in at Oklahoma, but came to Centenary to perform brilliantly through his three-year career. Williams was a crack basketball player as well as a football star, and lettered in both sports. He is coaching the varsity centers, and also assisting Morgan with the freshmen.

FORECAST

The loss of Bill Burch by disqualification at the outset of the training season, and the passing of Coach E. T. Renfro soon after the first game had been played, posed two major problems to Coach Curtis Parker of Centenary college.

Burch has been expected to supply much of the backfield speed the coach had hoped his team would possess, and the loss of Renfro deprived Parker of the association of a friend and co-worker in whom he had the utmost confidence.

How the Gents will react to these developments is problematical. No school will be represented by a more determined band than Parker will send into the field, but the absence of great speed in the backfield, and the handicap of having to proceed without an assistant coach who was relied on to do all of the scouting and coach the backs and punters, obviously places Centenary at a disadvantage.

Centenary's schedule is a severe one, providing as it does for a succession of nine major games, and its man-power is limited, so that its season is hedged in with a great many uncertainties. Nevertheless, admirers of the team are confident that characteristic Centenary spirit, and a desire to go to the limits of human endurance will overcome these obstacles and see the Gentlemen through to another conspicuously successful season.

The Gentlemen

and Their Friends Always Welcome

M. & D. DRUGS, INC.
Texas at Marshall — Phone 2-1276

SHREVEPORT DRUG CO.
301 Texas Street — Phone 6154

GLENWOOD DRUG CO.
3307 Line Avenue — Phone 8-2047

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CENTENARY PHARMACY
135 Kings Highway — Phone 8-2850

WHITLEY-LEWIS DRUG CO.
3110 Missouri Avenue — Phone 5174

BARKSDALE DRUG, INC.
501 Barksdale Boulevard — Phone 3171

RENFRO DRUGS
730 Texas Street — Phone 3259

MORRIS DICKSON Drug Stores

Shreveport's Greatest Clothiers

It's going to be a great old season . . . . another style victory for Levy's clothes! . . What a squad . . . ready for action . . . every model . . . . every fabric . . . . every one a champion! Drop in and watch the play these new styles are getting!

M. LEVY CO., Inc.

Since 1857

Compliments

Sanitary
Barber Shop
321 Texas St.

Compliments of

Gent's Rendezvous

and

Farnell's Barber Shop

"A Visit Will Be Appreciated"

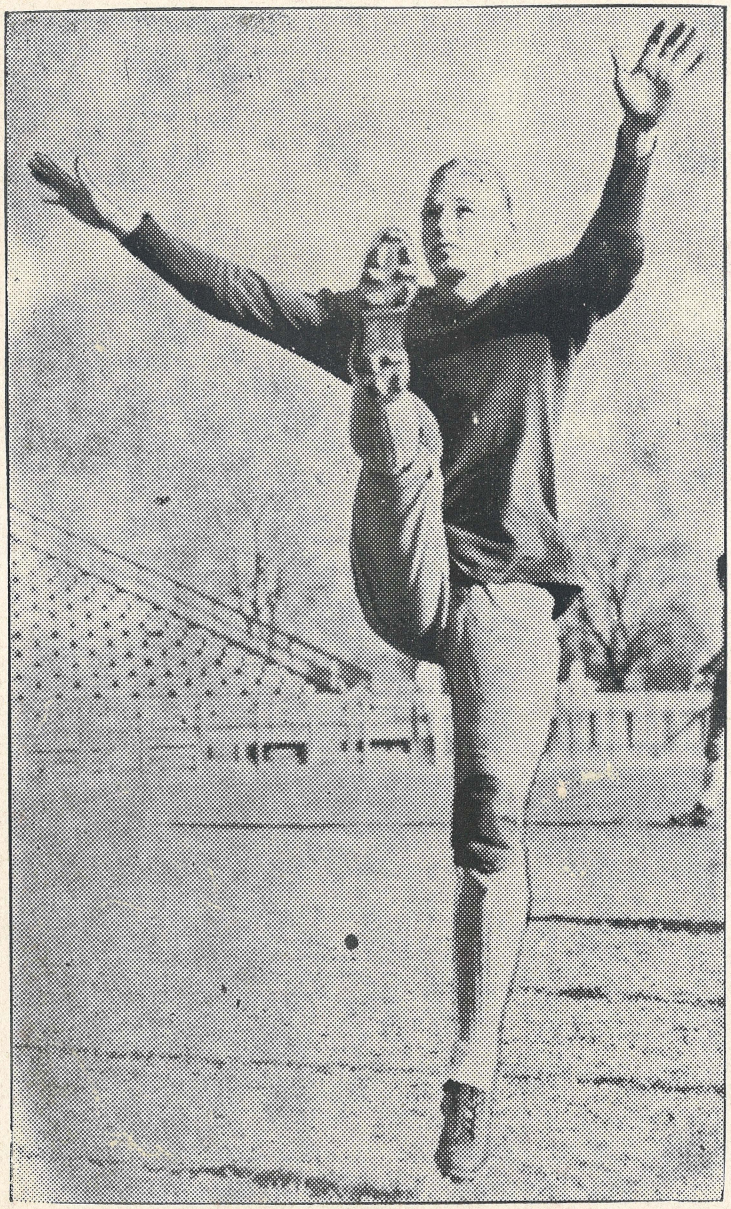
Across the Campus

See "Boots" for a shine"

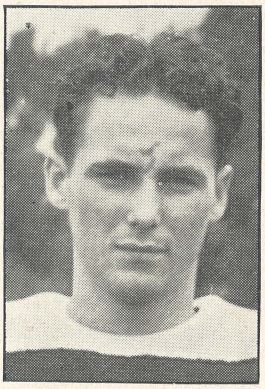
WE'RE FOR YOU GENTS

Lyles Laundry INCORPORATED

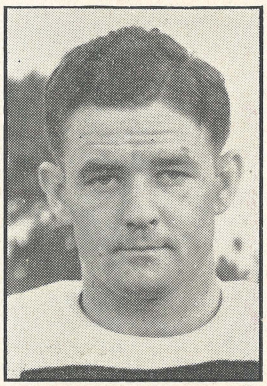
Phone 5179



CHESTER WEIDMAN



HUDDLESTON

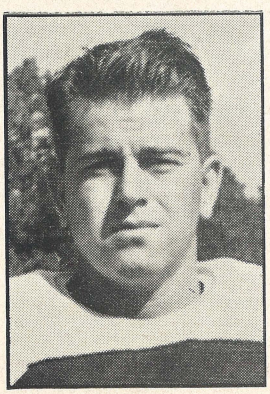


BEARD

CROWTHER

THOMAS

HOHMAN



STOKES

SERRA

ON BUCKING THE LINE WITH THE PRINTED WORD

SOME of you boys who are now profoundly interested in football will eventually take just as much interest in the game of business.

One of the most important keys to success in business is to learn quickly about the power of the printed word.

You can talk to a million men with type while you talk to one man in person. And with type you can get an audience with many a man who would not spare the time to see you in person.

Here at The JOURNAL we have the privilege of working with many successful business men who understand that the most effective way to buck the ever-present line of business sales resistence is with good printing. Many of these men attended schools for which we printed beautiful annuals. They naturally turn to us for good business literature. And we have one of the best equipped plants in the South with which to serve them.

Long live Football! And long live the equally interesting game of independent American business!

The Journal Printing Co.

Shreveport, La.

Headquarters for CENTENARY FOOTBALL TICKETS

CRASH THIS LINE!

for a "TOUCHDOWN" in Style

PERHAPS you're among the cheering thousands! Perhaps you're one of the thousands who wear Selber Bros. clothes . . . for whether it be the young college chap . . . the sport enthusiast, or the conservative business or professional man . . . Selber Bros caters to all with outstanding success. In the game of sports . . . or the game of life . . . it's the best that wins.

★ Selshire Clothes - $25

★ Society Brand - $35

★ Hickey-Freeman - $50

Every one a ★ that you can't beat

★ Mallory - Borsalino - Stetson - Burford - Crofut Knapp Hats

★ Arrow and Manhattan Shirts and Pajamas

FEMININE STYLE SALON

Distinctive Apparel for women . . . moderately priced

Coats - Frocks - Millinery - Accessories

Selber Bros. INC.

APPAREL for MEN — WOMEN and CHILDREN